



## Tips for Publicizing Your ECEAP 25<sup>th</sup> Anniversary Event

Sometimes, a lot of work goes into planning an event, but your audience doesn't know to show up! Decide who you want there and make sure they hear about it in at least three ways.

**Community Partnerships** - Send announcements of the event to the schools and the health and social service organizations you work with. Ask them to post it and help spread the word.

**Email** - Send invitations to local elected officials through their city or county email.

**Facebook** - Create a Facebook "event" and share it far and wide. Ask community leaders to post it on their Facebook pages.

**Parent Newsletter or Handout** - Make sure your ECEAP families know the details of the event, and ask them to invite their friends.

**Pick Up the Phone** - Make an individual phone call to anyone you particularly want to attend.

**Posters** - ECEAP children and parents can decorate posters to display throughout your community. Remember to include who, what, when, where and why!

**Press Release** - Notify local newspapers about your event. Call first and ask for their best contact person for early learning, and share the fast facts about ECEAP document along with the press release.

**Radio** - Ask your local radio station how they publicize local events for nonprofits. They will often repeat a catchy announcement in the days leading up to the event.

**Television** - If you have a compelling story or event, invite television news reporters. They like "feel good" stories about child learning and parent empowerment. Let them know in advance what they will be able to highlight; this increases the chance they will cover your event.

**Website Postings** - Post information about the ECEAP 25<sup>th</sup> anniversary to your website, Facebook or other social media page. Be careful of confidentiality when posting photos or personal information.